



# REGION 1 WORKS COUNCIL

CTE Awareness Initiative

March 24, 2014

## **A. Statement of Regional Need**

In the initial report of the Region 1 Works Council, two significant areas of need were identified that specifically relate to the marketing and awareness of Career and Technical Education (CTE) programs in Northwest Indiana. The first area of need indicated that existing career clusters do not provide students with the information needed to understand all of the high wage, high demand jobs in the state and region. The second identified that career counseling within secondary programming appears to be weak and/or ineffective. This application for the *Career and Technical Education (CTE) Awareness Initiatives Grant* seeks to address these two needs by creating a systemic approach with key stakeholders in two projects.

Many students enroll in CTE in high school, but few complete a coherent program that helps them move seamlessly to additional levels of education. In 2012, 26,231 high school students in NWI took one or more CTE courses. For the graduating class of 2012, however, only 2,245 students graduated with a CTE concentration in a technical cluster - roughly 28% of all high school graduates in NWI. It is our goal to not only increase the number of students who take a CTE course in high school, but also increase the percentage of those who graduate as CTE concentrators and, ultimately, those who transfer that concentration to post-secondary certifications and/or degrees in CTE fields that lead to employment. In addition we want to communicate that CTE programming is rigorous and positions students for post secondary education as does a typical academic diploma.

Currently three entities seeking to better align the educational outputs with workforce demands across the region: the Region 1 Works Council, the Region 1 Workforce Investment Board (WIB) and READY (Regional Education/Employer Alliance for Developing Youth) NWI. Each of these groups have a particular focus yet their strategies could be braided in order to leverage resources.

The primary initiative of this application will not only propose strategies to address the needs identified above, but will also bring together the Works Council, WIB, and READY NWI in a strategic way to complement and support one another. A secondary project of this application will seek to expand awareness of CTE through traditional marketing avenues such as promotional materials and events.

## **B. Project Description, Performance Measures, Evaluation, Sustainability**

### **Primary Initiative**

The primary project proposed by the Region 1 Works Council consists of increasing student, counselor, and community awareness of CTE opportunities through a strategic effort which utilizes the existing resources of regional partners to leverage new marketing and awareness efforts. This begins by identifying the current resources available from READY NWI and the Region 1 WIB.

Currently, READY NWI plans to host summer camps for students with a focus on high-demand, high-wage jobs in the summer of 2014. This camp, paid for through a grant received from EWIN and other local funds, is a week- long camp which will provide opportunities for the students to experience some hands on activities in various industry clusters as well as to tour related employer/facility sites and to visit at least one regional college campus where post secondary training/education is offered. Having offered such camps in 2004 and 2005, there is evidence that many 8<sup>th</sup> graders who participated in those camps then enrolled and subsequently graduated from CTE with post secondary credentials and employment. There is no cost to the Works Council for summer camp of 2014.

As part of this summers' work, READY NWI will host a Summer Institute for school leaders and industry partners in the summer of 2014. The Region 1 Works Council proposes that in conjunction with the Summer Institute, the Works Council also provides a Counselor's Academy which would be an opportunity for counselors to receive information about employment opportunities directly from employers and the skill sets needed for existing and future jobs. Within this framework, discussions would also occur how participation in career and technical programming and acquisition of post secondary credentials is essential. These two events will serve as a launch point for the remainder of the year's awareness efforts.

Immediately following the Summer Institute, programs and events will begin to be delivered according to a schedule developed in conjunction with the Region 1 WIB's *Career Connect* publication. *Career Connect* is a bi-monthly publication that focuses on one regionally-specific high-demand, high-wage industry per issue. For 2014-2015 academic year, the current topics include: manufacturing - logistics, health care, professional services, skill trades, and hospitality. Each publication will include information about career and technical programming in the region which will support the acquisition of jobs in one of the industry clusters. There is no cost to the Works Council for a CTE focus in Career Connect.

The Works Council proposes conducting multiple awareness efforts in conjunction with the *Career Connect* throughout the year. In September a Career Pathways ½ day event will be sponsored providing counselors (middle and high school) and other school leadership and staff an opportunity to learn more about career pathways from experts in the field, to hear from a select group of employers about their needs and expectations, and to preview the video series being developed related to all industry clusters in demand in Northwest Indiana.

The Works Council proposes working with READY NWI to support the roll out and utilization of the career pathway videos. As mentioned these videos will be used to create awareness for students, teachers, counselors, and parents. The teachers/counselors will use these in counseling sessions, career or content specific classes. Parents will be able to watch them because they will be posted on school websites, the READY NWI site, local economic development websites, and the community site of the Times Media which published the NWI Times. The videos may become integral to larger CTE awareness and pathway projects in the future. With grant funding, the Works Council would develop a handbook, or guide, for teachers and counselors regarding how to use these videos to create greater awareness of CTE

opportunities. This would serve to benefit the students, teachers, and counselors.

In order to provide an opportunity for counselors/educators to better understand the opportunities and requirements of working in the local labor market, the Works Council effort will include conducting facility or plant tours of industry partners. These industry tours will be targeted toward teams of school leaders, guidance counselors (secondary and middle school) and representative teachers in an effort to create better awareness not only of the available pathways and opportunities for students, but to also create a realistic vision of industry opportunities. Participation by schools through this team approach would better position schools to have a stronger bench to sustain this information and to change the perception about CTE within the school framework.

Finally, the Region 1 Works Council proposes that awareness grant funding be used to provide CTE-specific summer camps for students in the summer of 2015. This opportunity will enable students from across the region to engage in hands-on learning opportunities in the high wage and high demand CTE fields which align with the economic development strategies in Northwest Indiana. As described earlier, as part of their experience the students would be taken on a tour of companies from a specific industry sector as well as connected with a local post secondary education campus and faculty which offers credentials, certificates, and degrees related to the industry sector. These camps would serve a dual purpose of exposing young people to careers in various industries and also as an awareness lab for counselors and teachers who would be invited to participate in the tours of industry and the campus visit.

The 2014 camp will be used as a baseline for expectations for enrollments and outcomes. We would expect to increase participation for a summer camp in 2015 by 25%.

## Awareness Initiatives

Activity	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Summer Camps	RE												WC
Summer Institute	RE WC												
Career Pathways				RE WC									
Videos				RE WC		RE WC		RE WC		RE WC		RE WC	
CareerConnect	WIB		WIB		WIB		WIB		WIB		WIB		WIB
Facility Tours					WC		WC		WC		WC		WC
Press Releases		WIB		WIB		WIB		WIB		WIB		WIB	
Industry Focus	Manufacturing & TDL	Manufacturing	Manufacturing & TDL	Manufacturing	Healthcare	Healthcare	Professional Services	Professional Services	Skill Trades	Skill Trades	Hospitality	Hospitality	Manufacturing & TDL

Works Council	WC
READY & EWIN	RE
NWIB	WIB

Project Outcomes: The Region 1 Works Council intends for this project to have multiple outcomes. Of primary importance to the Works Council is the outcome that these undertakings will create greater awareness of CTE opportunities for students and counselors in Region 1, since it was identified as a specific need for Region 1 in the initial Works Council report. By creating opportunities for both counselors and students to see high-demand, high-wage industries in action and to engage in learning opportunities about various pathways and opportunities, we believe this need will be addressed.

A secondary outcome of this project will be to create regional cohesion with respect to CTE Awareness initiatives. Regardless of the content created by the Works Council, if it is in competition with other regional endeavors it will not achieve its potential impact. By leveraging the existing/current initiatives of READY NWI and the Region 1 WIB, the Works Council intends to reach a greater number of potential students, counselors, teachers, and administrators without creating mixed-messages or additional confusion.

Deliverables: Project deliverables include:

- Counselor Academy - Summer 2014
- Career Pathways Program – Fall 2014
- Five industry-partner facility tours for teachers and counselors
- Instructional guides to use with 25 videos – Fall 2014 through spring 2015
- CTE-focused summer camps for Region 1 students - Summer 2015

Outcome Based Measures: Achievement of the project outcomes will be measured in multiple ways. The overall number of counselors and students served by the initiative will provide data on the scope and reach of services. The Works Council also plans to conduct pre- and post-programming surveys of high school counselors to gauge their growth in CTE and high demand, high wage career opportunities. Finally, post-event surveys of students involved in summer camp opportunities will be distributed to better understand how the learning opportunities provided impact their perception of CTE.

These measurements will provide both quantitative and qualitative data on the overall impact of the initiative. As data is gathered, incremental changes may also be made to programming to better meet the needs of those served.

Evaluation and Sustainability: The Region 1 Works Council plans to partner with an outside organization such as EWIN at CELL to provide program evaluation. The evaluation of the program will also serve to measure the outcomes, as noted above. Overall program evaluation will not be limited to students and counselors, but also include industry partners, educational administrators, and the various education-workforce entities in the region.

Sustainability for the initiative will be achieved through proper partnering with existing regional entities including READY NWI and the Region I WIB along with Times Media, the Northwest Indiana Business Roundtable and respective CTE programs and their advisory boards.

### **Secondary Initiative**

The Region 1 Works Council also proposes to utilize grant funding to support a marketing campaign for CTE awareness across the region. This marketing campaign will include the development of promotional materials (newsletters, mailings, logos, etc.) to create a cohesive message across the region. We request funding to hire a marketing consultant to develop the campaign and collateral materials. We already have a commitment from the Times media group to provide some free space in their publication and will continue to seek other partners to offset costs for needed print material. Additionally, if the state does not create a statewide website, the Works Council will create a website or connect with other regional groups. The intent would be to serve as a landing page for all of the CTE-specific resources and opportunities for Region 1 parents, students, teachers, counselors, and community members.

The marketing campaign will be evaluated by the reach and utilization of said resources. The Works Council will seek both formal and informal feedback from community members and school leaders regarding the marketing efforts and will adjust to meet emerging needs.

The Region I Works Council welcomes the opportunity for additional funds. We have numerous ideas on how to create significant awareness regarding career paths and the opportunities available through career and technical education programming that exist within our schools.

### **C. Budget Narrative**

**Counselor Academy** – Full day professional development includes all materials and related costs - **50 counselors/teachers @ \$50 a day - \$2,500**

**Career Pathways Event** – ½ day professional development includes facility costs, speaker fees, materials and related costs. - **50 counselors/teachers @ \$25 each - \$1,250**

**Video Instructional Guide** – development of a how to instructional guide to facilitate the conversations on careers with students. Guide imbedded with information about related jobs and career pathway programming. - **25 guides @ \$260 per guide = \$6,500**

**Industry/Facility Tours** – organization of tours, transportation to facilities, and cost of day spent at facility. - **4 tours during the year @ \$2000 per tour = \$8,000. These would include manufacturing, logistics, skilled trades, and health care**

**Summer Camps** – 8 full day camps representing 8 CTE districts. Costs include project awareness and recruitment, camp manager, instructor fees, transportation costs, materials, food, and stipends for up to 5 counselors/teachers per camp to participate on tours of industry facilities and post secondary institution to assist in managing the youth and for their own professional development. CTE directors will take the lead in developing and organizing the camps as well as recruiting 7/8/9<sup>th</sup> graders to participate. - **8 camps @ \$4,000 per camp - \$32,000**

**Marketing Campaign** – contract with consultant to develop messaging and unified strategy for campaign - **\$5,500**

**Staff Support** – Marketing Coordinator of CWI will dedicate an average of 5 hours a week for up to 46 weeks to manage and monitor the awareness campaign. **5 hours x 46 weeks @ \$40 an hour including benefits. - \$9,200**